

Promotional Homepage for Garfield the Cat
A prototype for Paws, Inc.

An Honors Thesis Project (HONRS 499)

by

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Graduate: 5/4/96

My honors thesis project was done in conjunction with Paws, Inc. Paws is the design and licensing studio for Garfield the cat. My project was to develop a prototype of a homepage that Paws could use to promote Garfield to the general public via the Internet. I have also developed an Intranet page which runs over the Internet but is protected from outside access. The Intranet page which I have developed is being used internally by Paws employees and contains company information, policies, as well as links to information that Paws employees need frequent access to.

Special thanks to:

Dr. Paul Buis for sponsoring my project and generously answering any questions that I had along the way.

Mr. John Jones of Paws, Inc. for providing me with the content and information that made this project possible.

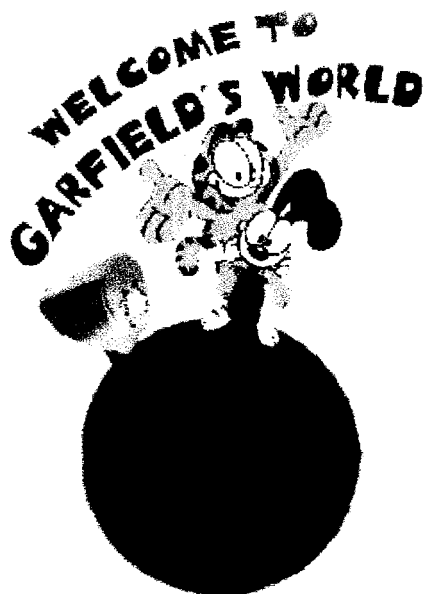
My thesis project was to develop a prototype for a promotional homepage for Garfield the Cat. I worked in conjunction with Paws, Inc., located in Albany, Indiana, on this project. The content and information contained on the homepage was gathered and presented to me by the employees of Paws, Inc. I sat down with Mr. John Jones of Paws to discuss the type of information Paws would like to see on their page. I was given the liberty of creating the homepage and presenting the information as I saw fit. The end result was the creation of *Garfield's World* on the Internet.

My project has presented Paws with a prototype of how the Internet can be used to promote Garfield. Plans are in the works to get an official homepage set up for Garfield. How much of my prototype will actually be used or built upon remains to be seen. My goal was to show Paws the type of page that could be constructed and make them aware of the vast promotional opportunities that the Internet provides.

In order to get the full effect of my thesis, point your favorite Web browser to <http://www.cs.bsu.edu/homepages/dhackney/paws/garfworld.html> It is best viewed through Netscape, but is accessible through any other Web browser as well. For those of you who do not have Internet access, but would still like a glimpse at my thesis project, I have included screen shots of the major points of my project on the pages which follow.

So, go ahead and point your Web browser to the above URL, or if you prefer, flip through the pages which follow. All of the information contained in the following pages can be view more effectively online. Either way, have fun exploring Garfield's World!

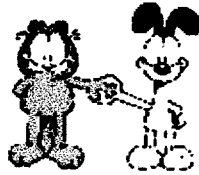
You've Arrived!



[[COMICS](#)] [[CHARACTERS](#)] [[FUN & GAMES](#)] [[HISTORICAL INFO](#)]
[[GARFIELD TODAY](#)] [[GARFIELD COLLECTIBLES](#)]

Welcome to Garfield's World! (By Jim Davis) Garfield's World is just that; every facet of the daily activities and adventures of Garfield the Cat, the most popular cartoon feline. With over 200 million readers world-wide and a forum in over 2500 newspaper comic strips, Garfield has included the Internet as part of his daily activities.

Garfield's World is divided into several areas of interest for Garfield afficianados. One is The Funny Page where one can catch up on the Garfield comics that he may have missed from the past couple of weeks. A second is the Characters Page where one can get up close and personal with all the cast and characters that appear in the strip. A third section is Fun and Games where you can pick on Garfield as well as test your knowledge at some Garfield trivia. Then there is the Historical Information section where one can find out what all has happened to Garfield since his creation in 1978. In here, you can learn just how Garfield got to be the worldwide celebrity that he is today. Then there is the Garfield Today section which contains all sorts of information on the current going ons of Garfield. Finally, in the Collectibles Section one can browse Garfield merchandise, artwork, and animation cells. So, brace yourself as you are about to enter into **Garfield's World**. Have fun exploring, and if you get tired and need to take a catnap along the way, I'm sure Garfield would understand.



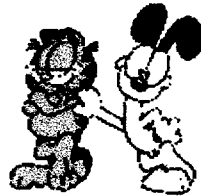
[Jump to the Funny Page](#)



[Let's meet the Characters](#)



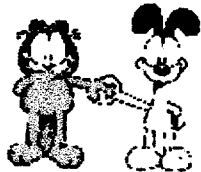
[Fun and games with Garfield and Friends](#)



[Let's bone up on some Garfield History](#)



[Just what is Garfield up to Today?](#)



[Let's check out some cool Garfield Collectibles](#)



Don't forget to sign our Guest Book!
[View our Guestbook!!!](#)

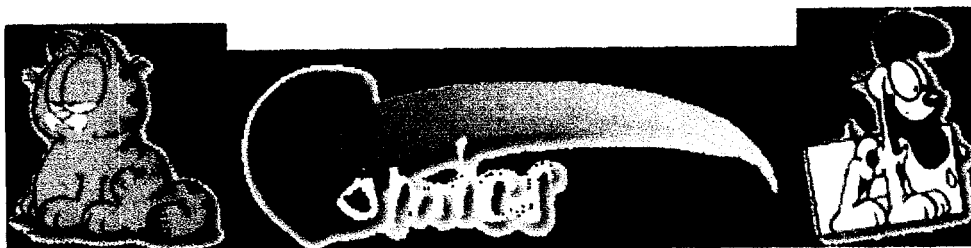
Comments or Problems

Again, thanks for visiting Garfield's World WWW server. We hope to hear from you again soon.

For information on PAWS products and services, please send e-mail to **info@pawsinc.com**, phone us at +1 317-287-1234, 800-444-1212, or FAX your request to +1 317-287-1235. If you have problems or comments concerning our WWW service, please send e-mail to the following address: **webmaster@pawsinc.com**.

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The Comics Page



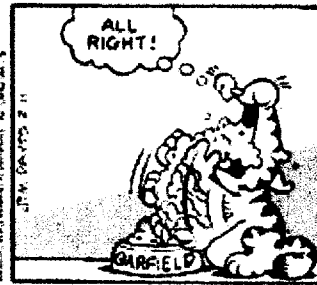
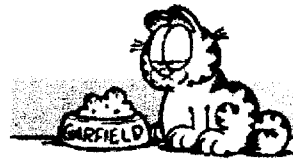
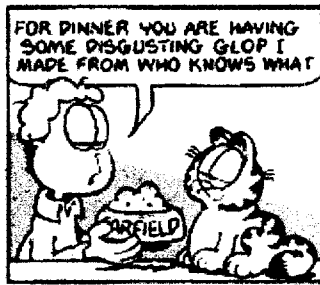
Haven't had time to read the comics lately? Well there's still hope! Here's the past 2 weeks of Garfield comics, as they appeared in over 2,500 newspapers...

Note: The date listed is the date of the newspaper publication. The strip would have appeared here in Garfield's World one week later.

- ☐ [ga950210.gif](#)
- ☐ [ga950211.gif](#)
- ☐ [ga950213.gif](#)
- ☐ [ga950215.gif](#)
- ☐ [ga950216.gif](#)
- ☐ [ga950302.gif](#)
- ☐ [ga950309.gif](#)
- ☐ [ga950311.gif](#)
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- ☐ [ga950321.gif](#)
- ☐ [ga950408.gif](#)
- ☐ [ga950417.gif](#)
- ☐ [ga950509.gif](#)
- ☐ [ga960125.gif](#)



[Return to Main Page](#)



The Characters Page



Introducing the Cast and Characters of Garfield's World...



Garfield



Odie



Jon Arbuckle

Arlene

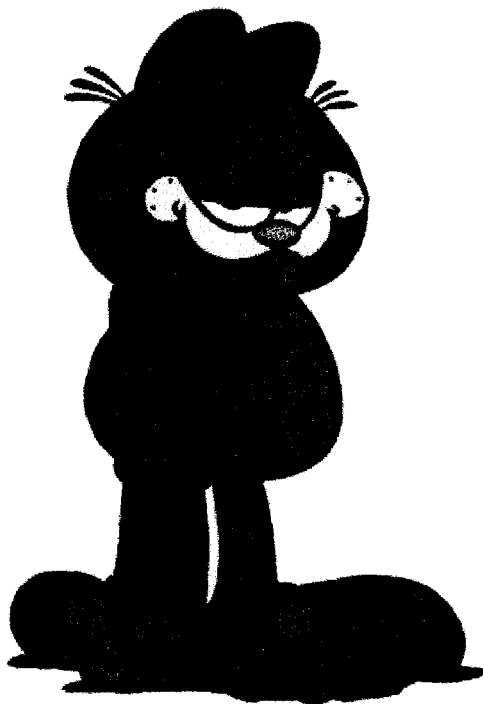
Nermal

Pooky



[Return to Main Page](#)

Well, I bet you already know who I am...



Fat, selfish, cynical, lazy, and generally endearing - that best sums up Garfield. He is a human in a cat suit. He has a passion for food and sleep and a aversion to exercise. Garfield never speaks, so only thought balloons (not speach balloons) can convey his messages.



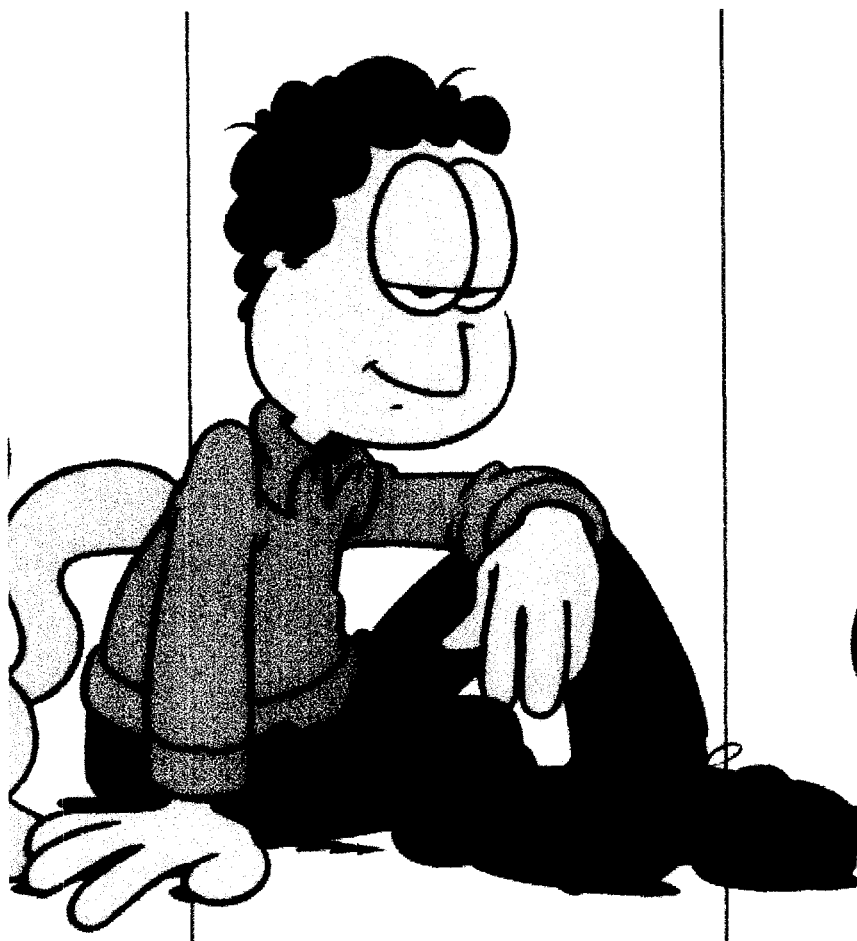
[Return to Characters Page](#)

Just who is Odie?



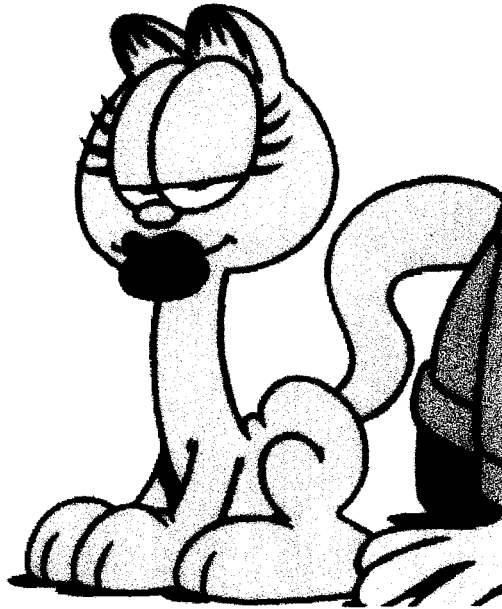
Odie stares, slobbers and is the butt of Garfield's jokes. He is a totally mindless free spirit who loves everyone. Odie never speaks. He only makes the usual dog sounds. He is perfect for visual gags accompanied by humorous captions.

Just who is Jon Arbuckle?



John is Garfield's easy going, day-dreaming, wishy-washy owner. Jon provides the shelter, love, food, and attention, while Garfield provides the abuse. Jon is seldom seen on licensed products because quite frankly, human characters are just not very merchandisable.

Just who is Arlene?



Garfield is so much in love with himself, there's little room for anyone else. If there is ever a love interest, it would be Arlene.



[Return to Characters Page](#)

Just who is Nermal?

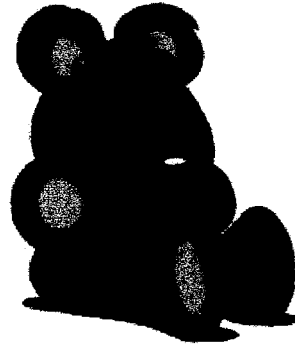


Nermal is the world's cutest kitten, and he knows it. He loves Garfield and everyone else. Garfield is very jealous of Nermal, and Garfield HATES cute!.



[Return to Character Page](#)

Just who is Pooky?



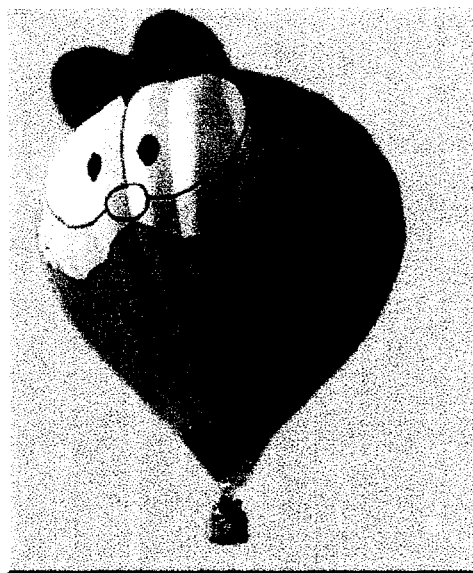
**Pooky is the totally inanimate
confidant of Garfield. Pooky
never speaks, thinks, reacts or
moves. He sleeps with Garfield.**



[Return to Characters Page](#)

The Fun & Games Page

Fun and Games With Garfield



Like any of us, Garfield likes to play and have fun. Well, here is your chance to have some fun with that world famous cat, Garfield. So, if you are up to a little horsing around, jump to [*Touch Sensitive Garfield*](#). Garfield will respond to your every click of the mouse.

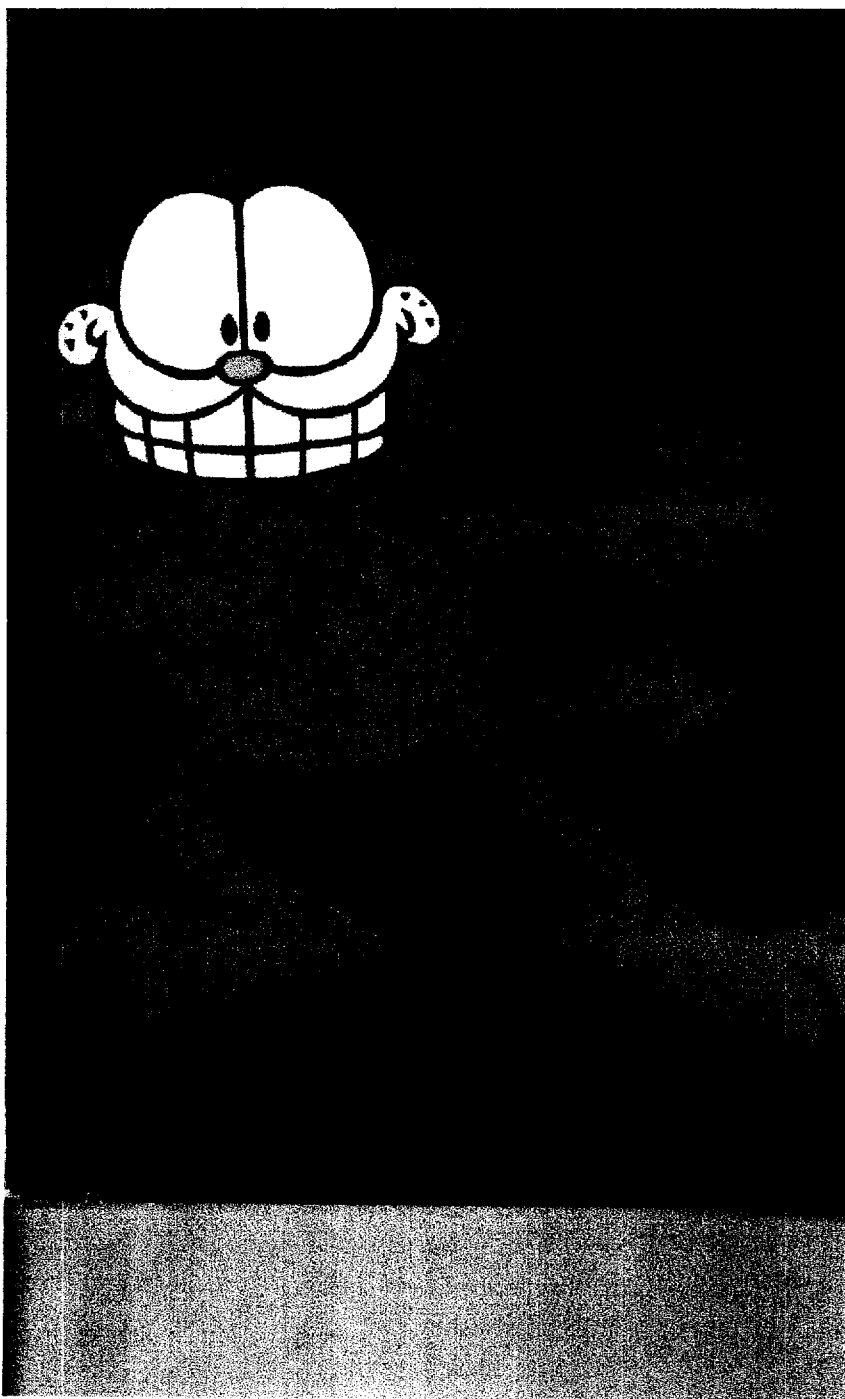
So you feel that you are a Garfield aficionado? Well, we'll just see about that. Would you like to try your hand at some [Garfield Trivia?](#)



[Return to Main Menu](#)

So you want to pick on me do you?

Garfield's response will vary depending upon where he is clicked on.



Sample Trivia Question

Garfield Trivia

Question #2

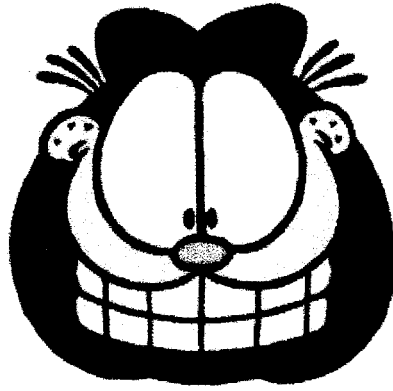


How many cats does Garfield creator Jim Davis own?

- ☐ A. Two
- ☐ B. Six
- ☐ C. One
- ☐ D. Zero



Give up and return to Garfield Fun and Games

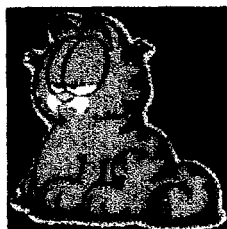


Hey! Right on!!

Jim Davis' wife, Carolyn, is allergic to cats, so the Davis' don't own any!

[That was easy! Next question please.] [I've had enough of these questions. No more please.]

Garfield History Page



More than likely, this is how you picture Garfield, the fun, lovable feline. Well, Garfield is now in his late teens, and just like any of us, his appearance has changed with time. In fact, since the birth of Garfield in 1978, his appearance has changed quite a bit, as have the appearances of the other members of the strip. To get a glimpse back into time, and to see Garfield as he grew, [click here](#).

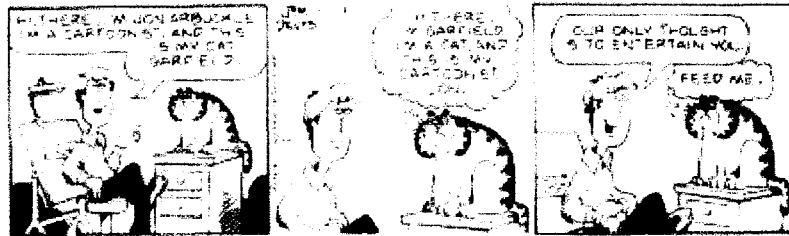
- ☐ [Major Milestones in Garfield History](#)
- ☐ [The Jim Davis Story](#)
- ☐ [The History of Garfield, a cartoon classic](#)
- ☐ [The History of Paws, Inc.](#)



[Return to Main Page](#)

Growing Up With GARFIELD®

1978



1981



1985



1988



1992

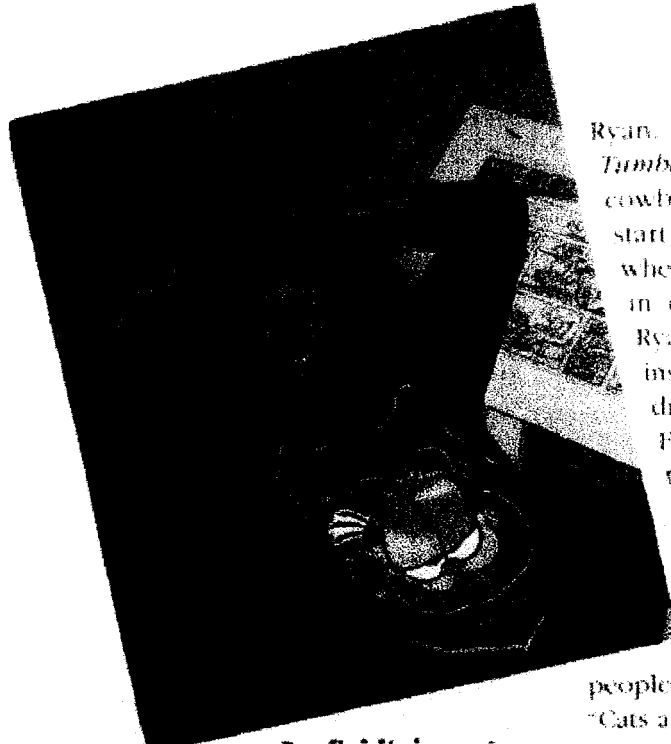




Milestones in Garfield History

June 1978	Garfield first appears on June 19 in 41 newspapers, including Boston, Chicago, and Dallas
April 1979	Garfield sold to 100th newspaper.
April 1980	<i>Garfield at Large</i> , his first book, hits #1 on the New York Times Best-Seller List.
October 1981	<i>With Garfield Bigger Than Life</i> , Jim Davis becomes the first author in history to gave 3 books simultaneously on The New York Times Best-Seller List.
April 1982	Garfield sold to 100th newspaper. Davis receives the Best Humor Strip Cartoonist award from the National Cartoonists Society.
October 1982	CBS-TV airs first animated special, "Here Comes Garfield" which becomes highest-rated animated special of 1982 and is later nominated for 2 Emmy awards.
November 1982	Garfield appears on the cover of People magazine. Seventh Garfield book, <i>Garfield Treasury</i> joins six other Garfield books on The New York Times Best-Seller List, an unprecedented occurrence.
July 1983	Garfield now appears in 1,400 newspapers, 22 countries, and 7 different languages.
March 1984	Davis and Garfield star in American Express "Do you know me?" commercial.
September 1984	"Garfield On The Town" wins Emmy award for Outstanding Animated Program of 1983.
November 1984	Garfield hot-air balloon debuts in Macy's Thanksgiving Day Parade.
April 1985	Cartoon "Q" study rates Garfield the number one comic strip.
September 1985	Davis wins Emmy award for writing the Outstanding Animated Program of 1984 for "Garfield In The Rough".
October 1985	Garfield appears in the National safety Council Public Service Announcement for television.
December 1985	Davis given the Elzie Segar Award for all-around excellence in cartooning by the National Cartoonists Society.
January 1986	Embassy Suites launches advertising campaign using Garfield as a spokescat.
April 1986	Garfield appears in over 1,800 newspapers. Davis is named Best Humor Strip Cartoonist by the National Cartoonists Society.
September 1986	"Garfield's Halloween Adventure," a CBS holiday special, wins Emmy for Outstanding Animated Program of 1985.
February 1987	"The Gariel'd's Family Concert" debuts in Muncie, Indiana with the Muncie Symphony Orchestra.
July 1987	Garfield becomes the third comic strip in history to be in 2,000 newspapers.

Jim Davis Takes Care of Garfield Garfield Takes Care of Jim Davis



Cartoonist Jim Davis has a constant companion--a fat, lazy, wise-cracking, lausagna-eating cat who celebrates his sweet 16th birthday this year as one of the most popular cartoon characters in the world.

When Davis created Garfield in 1978, he never imagined the phenomenal success worldwide following that Garfield and friends would command. Garfield is the most widely syndicated Sunday comic in the United States, and worldwide, has more than 200 million readers daily.

For Davis, life with Garfield is very simple: "If we take care of the cat, the cat will take care of us." And, by nurturing and keeping fresh every aspect of Garfield's design, attitude, and entertainment quality, Davis has created not only the fastest growing comic strip in the world, but also dozens of best-selling books that have been translated into 26 languages, a CBS television series, 13 prime-time specials, and a plethora of Garfield merchandise sold in 69 countries. Needless to say, Davis has devoted his life to taking care of the cat.

Born July 28, 1945 in Marion, Indiana, Jim Davis grew up on a small farm with his dad, Jim Sr., who raised black angus cows, his brother Dave, and 25 cats who relied on the hospitality of Jim's mother, Betty.

- When asthma forced him inside, away from his regular farm chores, the young Davis spent hours drawing. With little more than his pencil, paper, and imagination, he created pictures, which he soon discovered were more fun when accompanied by words.

A true-blue Hoosier, Davis graduated from Ball State University where he met and later married his wife Carolyn, an elementary school teacher.

After college, Davis did a two-year stint with a local advertising agency. In 1969, he joined Tumbleweeds' creator Tom Ryan as his cartoon assistant. Then he created a comic strip about a character named Gnorm Gnat. The strip ran in one Indiana newspaper, but when Davis tried to sell it to a national comic strip syndicate he was told, "It's funny. But bugs? Who can relate to a bug?" After five years of drawing Gnorm, Davis drew a giant foot that fell out of the sky, crushing Gnorm in his last comic appearance.

Davis noticed that there were numerous comic strips about dogs but few about cats even though the world is full of cat lovers. He combined that knowledge with his own memories of the 25 farm cats he grew up with, and Garfield, a fat, lazy, lasagna-loving, cynical cat became his formula for success that led to the syndication of Garfield by United Feature Syndicate in 1978. Ironically, Davis has no cats; his wife, Carolyn, is allergic.

Early on, Davis decided against using topic references in the strip. "It was a conscious effort to include everyone as readers," he explains. For that reason, Garfield avoids any social or political comment, as well. "Besides," says Davis, "my grasp of the world situation isn't that firm anyway. For years I thought OPEC was a denture adhesive."

Davis adds that "Garfield is an international character. I don't use rhyming gags, plays on words, or colloquialisms, in an effort to Garfield apply to virtually any society where he may appear."

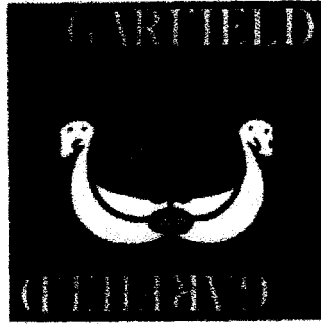
The most important part of the formula? "To keep the gags broad and humor general and applicable to everyone, I deal mainly with eating and sleeping."

In 1981, Davis formed Paws, Inc., the company that watches over Garfield's world. Paws operates under the strict eye of Davis, who approves each piece of Garfield art before it leaves the studio. With such attention to detail, Davis has been able to maintain the quality of the Garfield character that now appears on thousands of products sold all over the world. Of all the Garfield books published by Ballantine Books, 33 have appeared on important best-seller lists including *The New York Times* list; 11 titles hit number one and an unprecedented seven books appeared simultaneously on *The New York Times* list in 1983.

In 1981 and 1986, the National Cartoonists Society rewarded Davis with the Best Humor Strip Cartoonist of the Year award. In 1985, the NCS awarded him the Elzie Segar award for outstanding contributions made in the cartoon industry, and in 1990, the NCS awarded Davis the prestigious Reuben award for outstanding strip of the year.

Davis has won four Emmy awards from the Academy of Television Arts and Sciences for writing in the Outstanding Animated Program category for "Garfield on the Town" (1983), "Garfield in the Rough" (1984), "Garfield's Halloween Adventure" (1985), and "Garfield's Babes and Bullets" (1989). Each one of the 13 Garfield primetime specials created for CBS-TV has been nominated for an Emmy. On top of all that, "Garfield and Friends", a popular animated series for Saturday morning television, debuted in 1988. "Garfield and Friends" is now enjoying its seventh season on CBS-TV.

Garfield: A Cartoon Classic



He's fat, he's lazy, and he has a grumpy disposition. Still, last year he turned SWEET 16 and remains one of the most lovable characters of all time. Garfield is a cat whose penchant for lasagna, naps and coffee breaks is matched only by his antics, wit, and animal magnetism.

Since the Garfield comic strip, created by Jim Davis, first appeared in 41 newspapers in 1978, the fat cat has made a record-breaking catapult to the top, appearing in over 2,400 newspapers worldwide, making it the fastest-growing strip in history.

Jim Davis explains Garfield's overwhelming popularity: "We're made to feel guilty about being overweight, oversleeping, and not exercising," says Davis. "Garfield's out there as our champion, saying, 'Go ahead! Have dessert, sleep in, who needs sweat?'"

Davis created a strip based on a cat because he believed animals have more latitude in humor than humans. There were dogs in the funnies, but cats were lacking. He named his character Garfield after his grandfather, James A. Garfield Davis.

It wasn't long before the popular and critically acclaimed comic strip mushroomed into a library of publishing successes, Emmy award-winning prime-time animated TV specials and more than 3,500 Garfield products worldwide. In the spring 1993 Q-study, Garfield even displaced Bart Simpson as the #1 character among teen boys-- and held his two-year reign as the #1 character among all teens. Garfield consistently ranks among the top ten cartoon characters in overall popularity.

There are more than 350 Garfield licensees in more than 69 countries who offer Garfield products in almost every category including toys, juvenile publishing, music, video, apparel, housewares, stationery, electronics, cosmetics, candy, giftware, linens, balloons, school supplies, decorated cakes and other consumables.

When it comes to publishing achievements, Garfield wrote the book, beginning with his first, in 1980, "Garfield at Large." To date, 33 Garfield titles, published by Ballantine Books, have appeared on *The New York Times* and other notable best-seller lists, with 11 titles hitting the number-one spot on *The New York Times* list and seven titles appearing simultaneously in 1983.

One of Garfield's favorite pastimes--besides eating and sleeping--is watching TV. So it was only natural that the curmudgeonly cat would take to the tube. When "Here Comes Garfield" debuted on CBS-TV in 1982, it became the first of what has become a tradition of classic animation.

Paws' Information Services division includes sophisticated hardware (a work station on ever desk!) and proprietary software to improve the quality of support provided to our programs. Paws is uniquely prepared to take advantage of the rapidly changing technological environment.

Paws Productions supports and participates in the production of all television, video, and moving image projects. Our on-staff animator and writers work side-by-side with Jim and our Hollywood producers and animators to ensure the highest quality prime-time and Saturday Morning presentations. The studio also provides custom video sales presentations from script preparation and music composition to post production.

All of this hard work has not been without its rewards. In 1981 and 1986, the National Cartoonists Society rewarded Jim with the Best Humor Strip Cartoonist of the Year award. In 1985, the NCS awarded him the Elzie Segar award for outstanding contributions made in the cartoon industry, and in 1990, the NCS awarded Davis the prestigious Reuben award for outstanding strip of the year. Jim has won four Emmy awards from the Academy of Television Arts and Sciences for writing in the Outstanding Animated Program category and each of the 13 specials have been nominated for the prestigious Emmy. In 1993, Jim was inducted into the LIMA Hall of Fame for his outstanding contribution to the licensing industry. More recently, Jim was chosen by his peers to lead the effort to develop and build the International Museum of Cartoon Art in Boca Raton, Florida.

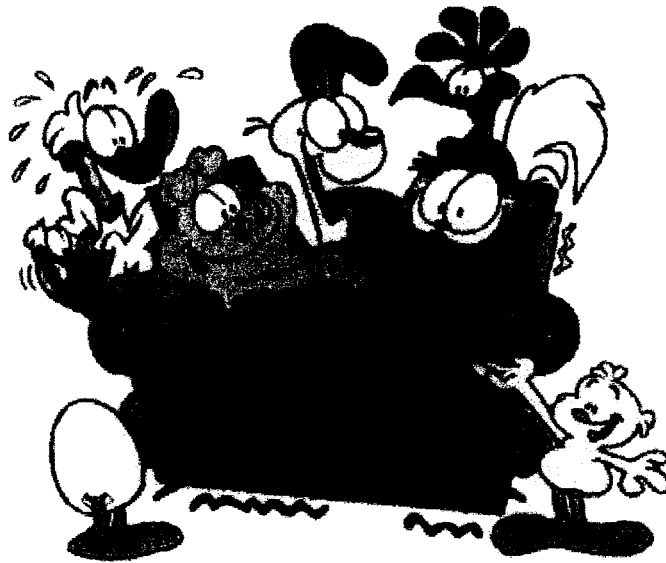
Yet, with all this official business going on, you are just as likely to find Jim on the golf course or fishing with his son as you are at a business meeting -- and we'd be surprised if you find him with his shoes on! Jim's priorities are family first, business second, and last but not least, always have fun no matter what you're doing. These days, we're having a lot of fun rallying around Garfield, the wisecracking fat cat who will no doubt continue to entertain us with an endless supply of laughs and unique and exciting opportunities in the years to come



[Return to Garfield History Page](#)

Current Garfield Happenings

– What are Garfield and his Friends up to Today?



Here are the current going ons of Garfield...

Areas of Business

- ☐ [The Industry Story](#)
- ☐ [The Publishing Story](#)
- ☐ [The Apparel Story](#)

Ratings

- ☐ [Why the Comic Strip is #1](#)
- ☐ [Garfield and Friends wildly successful](#)
- ☐ [How Garfield and Friends Compares With Other Television Syndicated Cartoons](#)

What's new in '96?

- ☐ [Major Events](#)
- ☐ [The Latest Entertainment News](#)
- ☐ [Garfield Promotions For '96](#)
- ☐ [New Garfield Publications](#)



[Return to Main Menu](#)

A Giant in the Industry



Newspaper Syndication

Garfield is the most widely syndicated comic strip in the world appearing in more than 2,400 newspapers.

Garfield is read by 200 million people daily.

Garfield is translated in 26 different languages.

Publishing

Over 60 million books sold worldwide.

Television

Garfield has:

- ☐ starred in 13 prime-time animated specials on CBS-TV.
- ☐ been nominated for Emmy award 13 times.
- ☐ won 4 Emmy awards for Outstanding Animated Program.
- ☐ been a hit on Saturday morning television. Recently renewed for a 7th season on CBS, "Garfield and Friends" was ranked number one for ALL Saturday morning programs in 1993.

Television Syndication

"Garfield and Friends" began a 7-year national television syndication run in September 1993.

Entertainment

Garfield costumed character stars in numerous:

- ☐ community theatre performances with "Garfield Furry Tales."
- ☐ symphony orchestra halls in his family concert series.
- ☐ magic shows in malls, zoos, and community festivals.

Licensing

Garfield merchandise is sold in 69 countries by over 350 licensees.



[Return To Current Garfield Happenings](#)



The Publishing Story

Once upon a time there was a lasagna-loving fat cat named Garfield who burst onto the literary scene and began clawing his way to the top of the best-seller lists everywhere. As his popularity (and his waitline) spread, so did his publishing empire, which soon spanned the globe. And all his publishers bought big yachts and sailed happily ever after!

Such is the fairy tale-like success story of the Garfield publishing program. At the heart of this program, pumping excitement into all of its parts, are the comic strip compilation books, featuring the 2400 newspapers worldwide. Eleven of these books that have proven so popular with collectors and fans of all ages have hit the number-one sport on the *New York Times* best-seller list, and seven titles once appeared simultaneously!

But there's more to this story than just the strip books. The Garfield library is loaded with a variety of titles (everyday and seasonal) that entertain and even educate: storybooks, picture books, easy readers, treasuries, TV titles, annuals, activity books, calendars, medical textbooks (just checking to see if you're paying attention), books of jokes, insults, trivia, cat names, and many, many more. No matter what your market may be, there's reading fun for everyone!

Garfield's unique brand of humor transcends age and even culture to give him a truly universal appeal. People of all ages over the world love cats, and they tend to see their cats in Garfield (and vice versa). But their love for this tubby tabby with a rude attitude goes much deeper. Why? It's simple: people relate to him because he *is* them. "He's a human in a cat suit," as creator Jim Davis likes to say. Garfield loves TV and hates Mondays. He'd rather pig out than work out; in fact, his passion for food and sleep is matched only by his aversion to diet and exercise. He'd like mornings better if they started later. What could be more human

People also identify with, and revel in, Garfield's sassy brand of humor. Adolescents are especially drawn to Garfield's irreverent attitude and his resentment of authority. Garfield never hesitates to say the things that people - young and old - would like to say, in a way they'd like to say them. But he's never socially unacceptable...just tastefully outrageous! Yet, Garfield does have a soft side that children also find attractive.

Garfield is truly an international success story. And it's no accident. The comic strip is deftly crafted by Jim Davis to be accessible to everyone. Rhymes, idioms, and proper names are all avoided to facilitate easy translation. Christmas is the only holiday recognized. The humor is fundamental, rooted in the daily activities of eating, sleeping, and just having fun.

The results are staggering. Garfield is read by 200 million people daily, and translated into 26 different languages. Loyal readers have purchased over 80 million books worldwide. And that number is growing daily - and dramatically! Garfield is greedily gobbling his way into new distribution channels and markets. school book-club business is booming, and the international program is zooming!

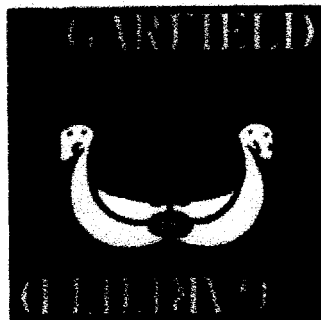
And the future's so bright you'd better wear shades! "Garfield and Friends," the acclaimed cartoon series is now in television syndication and will be appearing all over the world in to the 21st century. This coupled with the classic comic strip guarantees that Garfield will continue to enjoy unparalleled visibility. Moreover, youngsters who grew up loving Garfield are now having kids of their own and will be predisposed to purchase Garfield books for their children. And if that's not enough, Garfield comic books are looming on the horizon.

All this plus the active involvement of creator Jim Davis ensures that the Garfield publishing program will continue to grow and prosper in the years ahead.



[Return to Current Garfield Happenings](#)

The Apparel Story



When you have a fat, orange cat with lots of attitude, appealing to boys, girls, men, and women, and you're looking to develop a well-rounded licensing program, one industry is a must to pursue...apparel.

Apparel is a constantly evolving industry with unrelenting demands. Consumers are always looking for new, fresh, and fun looks that say something about who they are.

Garfield is big, bold, and graphic, but can be soft and subtle. His humor is sophisticated for adults. His slapstick approach appeals to children, and his attitude and edge speak to teens. For the consumer, buying apparel is a very personal decision. Quality must be top-notch and the design approach must be appropriate.

Garfield's adult and children's apparel lines include everything from underwear, socks, and pajamas to leather jackets, sportswear, and accessories. The licensed manufacturers are the best and they are led by the vision and design expertise of Jim Davis and the Paws Creative Services Department. It can be safely said that the Garfield apparel program is supported by over 150 designers and marketers in the U.S. alone.

Garfield apparel licensees and Paws work very closely with retailers to develop clothing lines that reflect the looks consumers want. As a result, sell-in and sell-through have been exceptional.

Internationally, the cat's apparel program continues to grow. Garfield appears in over 87 countries, so he has a lot of room to expand. In some countries, Garfield has his own concept shops, dominated by branded lines of apparel. Graphically or editorially, Garfield seems to be able to speak the language.

Garfield is an evergreen property with his own brand of humor. Garfield can say and do the things we *wish* we could say and do - which makes him perfect for the shirt on your back.

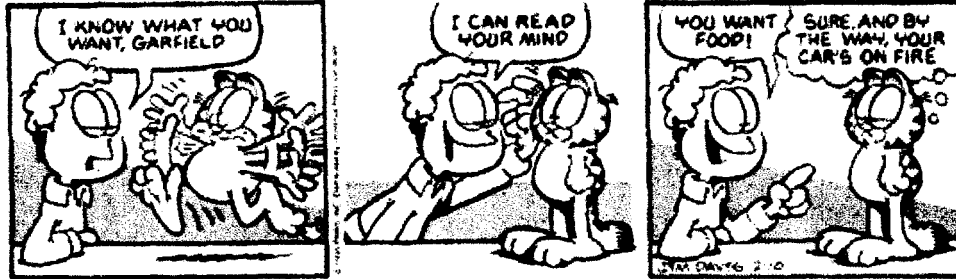
The goal of Garfield apparel?
World domination, of course.



[Return to Current Garfield Happenings](#)

Garfield

The World's #1 Comic Strip



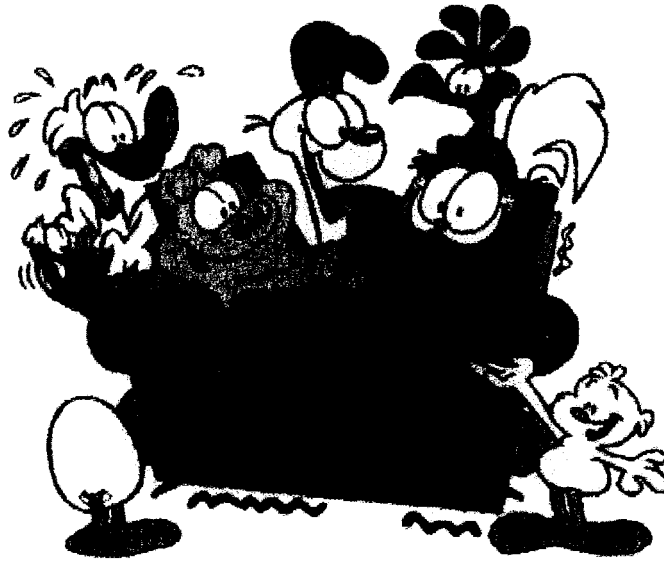
Here's why we're #1...

- ❑ **Garfield appears in over 2,550 newspapers!**
- ❑ **Garfield is read by over 200 million people every day!**
- ❑ **Garfield is printed in 26 languages every day!**
- ❑ **Garfield has sold over 80 million books worldwide!**
- ❑ **Garfield is funny! Start your day with a smile or end it with a laugh.**
- ❑ **Garfield is fun for everyone and for all ages.**



[Return to Current Garfield Happenings](#)

A Fat Cat in U.S. Television



Network Television

- ❑ Emmy-nominated "Garfield and Friends" has been renewed for a 8th season (1995-96) with CBS-TV
- ❑ Garfield has starred in 13 prime-time animated specials and received Emmy nominations for Outstanding Animated Program for each program
- ❑ Garfield specials have won 4 Emmy awards
- ❑ CBS-TV will broadcast a minimum of 2 Garfield holiday specials each year from 1994 to 2001

Television Syndication

- ❑ "Garfield and Friends" began a 7-year syndication run in September 1993. The highly rated Saturday morning cartoon series is now seen five days a week on local stations throughout the U.S.
- ❑ Program Exchange (division of Saatchi & Saatchi Advertising) reports successful sales of "Garfield and Friends" with 19 of the 20 major markets locked into excellent time slots. At the time of launch, the show had already been sold into 90% of the U.S. television markets

Television Ratings

☐ "Garfield and Friends" was the highest rated program of ALL children's programming during 1992-1993 season.

☐ "Garfield and Friends" ranked #1.

- KIDS 2-11: Boys 2-11, Girls 2-11
- KIDS 6-11: Boys 6-11, Girls 6-11.

winning ALL segments of the TV audience for ALL programs on Saturday morning. (Source: A C Nielson, 10/10/92)

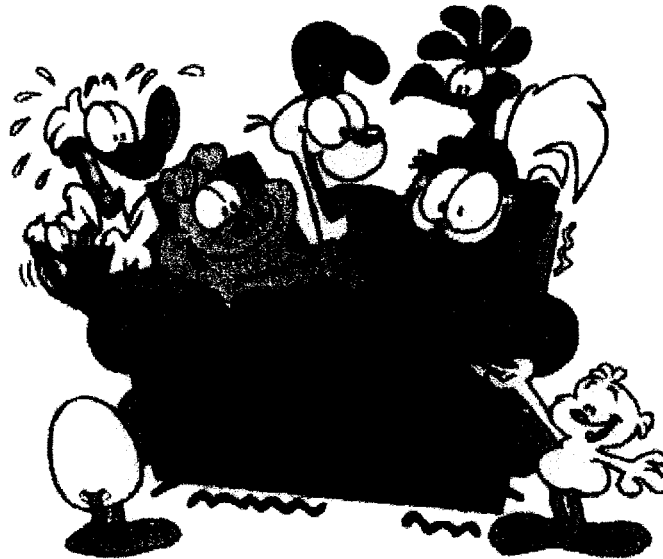
☐ According to *Advertising Age*, the most popular children's show on network television is "Garfield and Friends". (2/8/93)



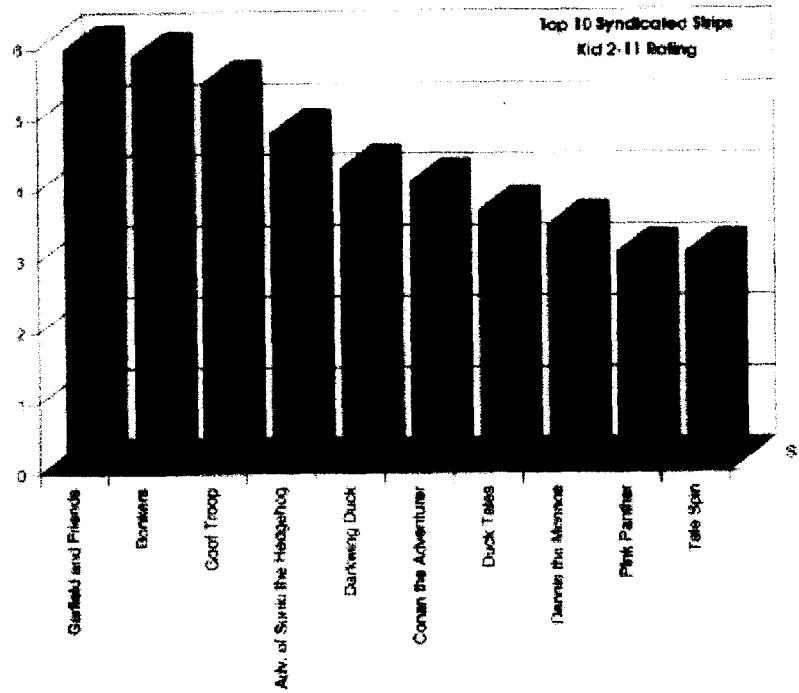
[Return To Current Garfield Happenings](#)

A Hit In TV Syndication

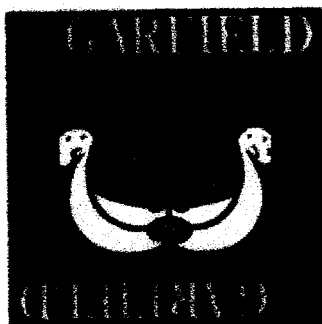
Garfield and Friends #1



**Garfield is the Number One Choice
of Kids 2-11**



[Return to Current Garfield Happenings](#)



1996 Garfield Events

United States

"Fast Friends": Garfield and Odie will be center stage at this years **Indainapolis 500 Festival**. The 500 Festival Associates are using the dynamic duo as the theme for this annual month-long festival which begins May 1st and culminates with the running of the *greatest spectacle in racing*, the Indy 500 on Memorial Day weekend. In addition to special appearances, performances, product, promotions, and advertising, the pair will be featured throughout the 500 Festival Parade aired nationally on TNN to over 54.5 million households.

"Eat Sleep amd Go Fishing": that's Garfield's motto and it fits perfectly with the **National Fishing Week** plans for June 3-9. Spokescat Garfield will introduce youth of all ages to the joys of recreational fishing as well as educate the need to conserve our fishery resources. A televised fully-animated PSA, print materials, and posters will be circulated nationwide. NFW is launced in Washington, D.C. at the Tidal Basin near the Jefferson Memorial with the help of dignitaries U.S. Dept. of Interior Security Bruce Babbitt, National Park Superintendent Arnold Goldstein, Agriculture Dept. Secretary Daniel Glickman, and Commerce Dept. Secretary Ronald Brown, Jim Davis, and Garfield.

To support National Fishing week, new licensees Berkley (kids' fishing kits) and Plano Molding (tackle boxes) will give Garfield a presence in sporting goods departments.

"Garfield and the International Hockey League World Tour" takes to the ice in '95-'96. Garfield and Odie will meet IHL fans as they enter the arena, perform silly stunts throughout the game, and work their special magic on the ice in between periods. The International Hockey League currently has 19 teams with homes located in arenas coast-to-coast.

This promotional event will have greater impact thanks to a cross-licensing deal with the IHL which allows Garfield and Odie to mingle with IHL team mascots and logos on products and promotional items. IHL master licensee Sony Signatures will add "oomph" to the efforts of Velva Sheen, Allred Enterprises, Ethnic Artwork, Pin Center, and Puck World Int'l. for Garfield/IHL merchandise.

The Humane Society of the United States will feature Garfield in their print PSA's which advocate cat care and offer HSUS's Cat Care Facts information packet. The color PSA's will go in national magazines; *Cat Fancy*, *Cats*, and *E*. At the same time, over 4,200 animal shelters will receive the "Get the Facts of Cats" campaign materials.



1996 Garfield Entertainment

"Garfield and Friends," the wildly successful Saturday morning series which has enjoyed a seven-year run on CBS-TV, is making an even bigger splash in syndication now that Turner Broadcasting picked up the series on all three Turner stations; TBS, TNT, and TCN. Turner networks reach 62 million households and 93 markets already carrying the show in syndication reach 69 million households. Seen five days a week nationwide, "Garfield and Friends" makes a big impression!

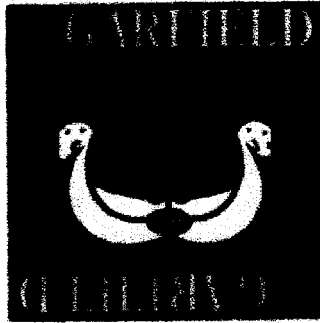
Garfield will ride high in parades across the country thanks to our licensee for giant helium parade balloons, Startbound Entertainment. Coupled with the Macy's Thanksgiving Day Parade balloon and the hot-air balloon operated by licensee Illinois Balloon Company, Garfield certainly has an inflated opinion of himself.

Garfield can also be found at theme parks, zoos, festivals, fairs, malls, and concert halls in all his glory via his worldwide costume character performances.

And...let's not forget the Comic Strip which now appears in 2,547 newspapers worldwide...the most widely syndicated comic strip EVER!



[Return to Current Garfield Happenings](#)



1996 Garfield Promotions

Kentucky Fried Chicken kids meal promotion is slated for 1st quarter of 1996 with a "Garfield 500" theme.

Subway has just signed on for a Garfield promotion in 1996 (details pending).

Kraft Jell-O Yogurt promotion is slated for '96.

Mall Advocate will continue with their successful food court promotion now being marketed to 600 malls. *Garfield Bucks*, coupons, special signage, and mall appearances help encourage shoppers to visit the mall food-court.

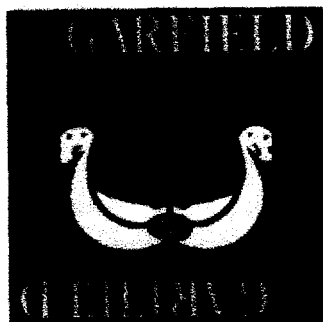
Coca-Cola fountain division will do a Garfield "Caught in the Act" Sega game cup with purchase in mass merchandising outlets.

Sega/Pri-Cellular promotion will offer a cel phone with purchase of Garfield game.

Pathmark Grocery Stores (NY and New Jersey) will do Garfield themed in-store demo/couponing event in 1996.



[Return to Current Garfield Happenings](#)



1996 Garfield Publications

New Books scheduled for '96 release include:

...from Ballantine Books:

- ☐ Tons of Fun--the 29th Compilation book

...and Andrew & McMeel:

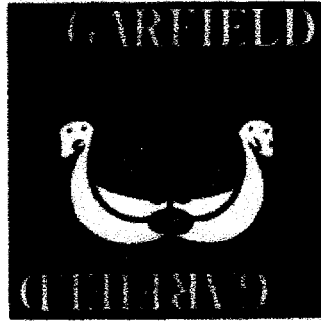
- ☐ I'd Like Mornings Better if They Started Later
- ☐ Party Now, Age Later!
- ☐ I Can't Think Now...I'm Working
- ☐ Out-of-Shape Beats No Shape at All!



[Return to Current Garfield Happenings](#)

Garfield Collectibles Page

Garfield Collectibles



In addition to all of the Garfield merchandise and apparel that is available, there are also some rather valuable Garfield collectables that have burst onto the scene...

- ☐ [Original Garfield Animation Cells](#)
- ☐ [Garfield Sports Celebrity Signature Series](#)



[Return to Garfield's World](#)

Garfield Original Animation Cells



by Jim Davis

The following animation cells can be ordered by calling American Royal Arts toll free at 1-800-888-9449

The animation cells as well as price info, and other details can be viewed by clicking on the brief descriptions below. But first, there is some terminology you should familiarize yourself with...

Production Cells which are hand painted, have actually been used in the making of an animated film. ***Limited Addition Cells*** are created using the same techniques as production cells. They are especially created as fine art. The animator presents his or her characters in classic poses exactly as they wish them to be remembered. Each limited edition cel is individually hand numbered, stamped with a seal of authenticity, and in many cases signed by the original artist.

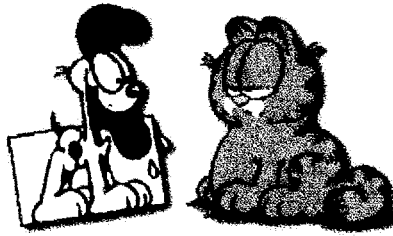
- ☐ Front Nine, Back Nine
- ☐ No Guts, No Glory
- ☐ Bedside Manner
- ☐ Ladies and Teddy Bears of the Jury
- ☐ One Small Putt
- ☐ Weekend Warrior
- ☐ Friends
- ☐ Tee Time
- ☐ What do you mean Gin?
- ☐ Garfield & Odie
- ☐ Garfield (out in the rain)
- ☐ Garfield (at the beach)
- ☐ Garfield (doing the dishes)
- ☐ Garfield, Odie, and Jon
- ☐ Garfield and Grandma
- ☐ Garfield (Halloween Theme)
- ☐ Odie (Out at night)
- ☐ Garfield in Paradise
- ☐ Garfield Showing Off
- ☐ Garfield & Odie
- ☐ Garfield & Odie (dressed as Pirates)

Sample Animation Cell



(OPS) Garfield. "Okay, what's on the
sunscreen?" Original Production 1995.
framed size 16" x 18". Signed by Jim
Davis. **\$999.00.**
© 1995 Paws

The Garfield Signature Series



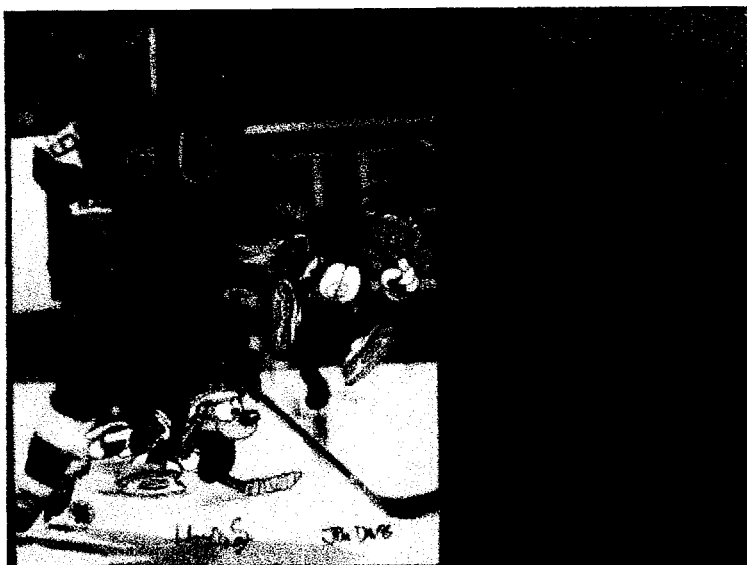
American Royal Arts Corp. is thrilled to be able to offer the first of four pieces in an exclusive limited edition cel series. Each featured athlete is not just a sports superstar, but is a "living legend". These sure hall of famers are paired with two giants from the cartoon world, Garfield and Odie! Each animation cel is personally signed by the athlete as well as by Garfield creator, Jim Davis. To order call American Royal Arts toll free at 1-800-888-9449.

- ☐ *Superstars: Magic Johnson and Larry Bird*
- ☐ *Great Skates: The Great One, Wayne Gretzky*
- ☐ *Airtime: Michael Jordan*
- ☐ *Denied: Michael Jordan*



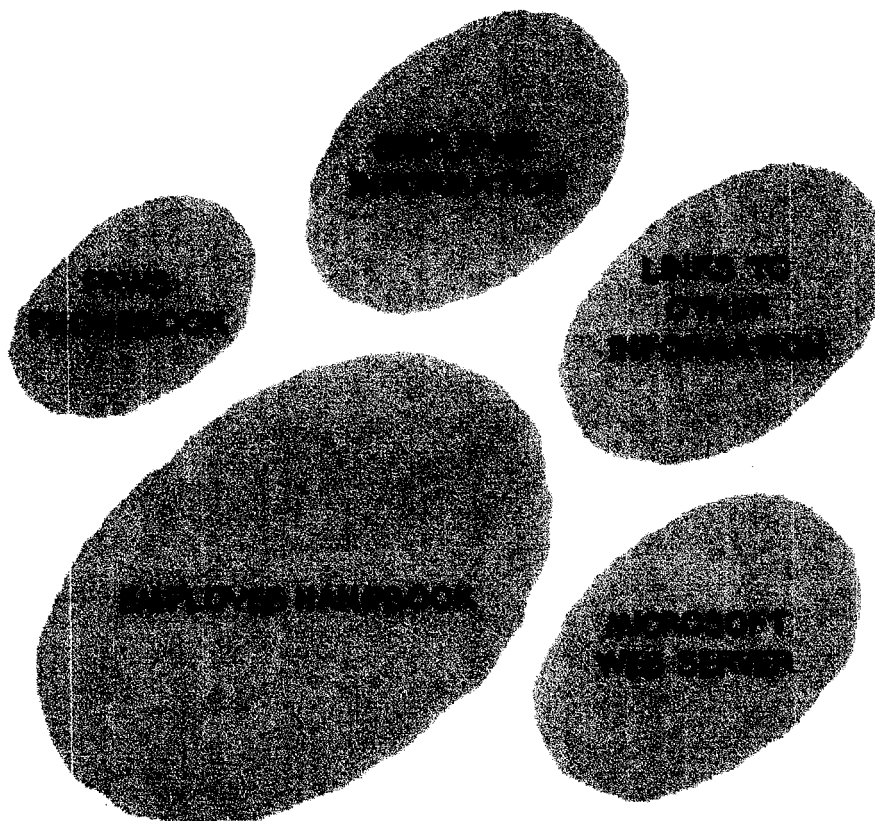
[Return to Collectibles page](#)

Sample Sports Animation Cell



Paws, Inc. Intranet Homepage

Welcome to Paws Inc. Intranet Homepage!!!!



- Employee Information - - Employee Handbook - - Paws Phone Book -
- Links to Other Information - - Microsoft Web Server -

Links to Useful Information:

Pages Containing Information on Companies

- ☐ [Company Profiles from Hoover Online \(over 9300 companies profiled\)](#)
- ☐ [Company Profiles from Job Track \(contains alphabetical listing of links to 100's of companies homepages\)](#)
- ☐ [NationJob Online Database \(Alphabetic listing of company profiles\)](#)
- ☐ [Company Profiles from Silicon Investor](#)

Pages Containing Currency Exchange Information

- ☐ [The Universal Currency Converter](#)
- ☐ [Daily Exchange Rates Between 23 Major Currencies](#)

Newspaper Links

- ☐ [Yahoo's Alphabetic Listing of Links to Newspapers \(both U.S. and International\)](#)
- ☐ [My Virtual Newspaper \(links to U.S. and World Wide Newspapers\)](#)
- ☐ [News Link \(Links to world wide newspapers, magazines, and tv stations\)](#)
- ☐ [HotLinks Newspapers on the Web](#)
- ☐ [UNCG's News and Newspapers Online \(newspapers of the world\)](#)
- ☐ [The Alpha Complete News Index \(huge listing of World-Wide newspapers and news sources\)](#)
- ☐ [Newspaper Online Services, Contacts, and Links](#)
- ☐ [MIT's Listing of Newspapers of the World](#)

Local News Sources

- ☐ [Muncie Online](#)
- ☐ [Indianapolis Star Homepage](#)
- ☐ [Indianapolis Channel 6](#)
- ☐ [Indianapolis Channel 8](#)
- ☐ [Indianapolis Channel 13](#)

International Information

- ☐ [Population Reference Bureau](#)
- ☐ [Demography and Population Studies](#)
- ☐ [List of National Pages \(contains information on a country's geography, people, government, communications, and more\)](#)
- ☐ [Yahoo's Listing of National Pages](#)

Competitor's Pages

- ☐ [United Media Homepage](#)
- ☐ [Warner Brothers Store](#)
- ☐ [Warner Brothers Homepage](#)
- ☐ [Disney Homepage](#)
- ☐ [Walt Disney Themeparks and World Resorts](#)



[Return to top of page.](#)

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